

# EXHIBIT 2



## Request to know / Instructions

**ACXIOM LLC ("Acxiom")**  
**CONSUMER DATA ACCESS REPORT / EXPLANATION**

This Consumer Data Access Report ("Report") contains information required to be disclosed by certain state privacy laws and their implementing regulations or guidance ("Governing Privacy Laws"). Under the Governing Privacy Laws, residents of the applicable State are entitled to make certain requests of covered businesses. In connection with your request to know the information that Acxiom has collected, sold, shared or disclosed about you, the following information is provided in order to assist you in understanding your rights under the Governing Privacy Laws and to further explain the information contained in the Report. This Report may contain more information than is required by your State of residence, but Acxiom is providing this information to you in the interest of transparency. If you have any questions concerning the content of your Report, please contact Acxiom or at [www.acxiom.com/privacy](https://www.acxiom.com/privacy) and click on "Contact Support Center" or at [consumeradvo@acxiom.com](mailto:consumeradvo@acxiom.com) or 1-877-774-2094.

**I. Consumer Rights.**

Under applicable Governing Privacy Laws, consumers have the right to know about the specific pieces or categories of personal information collected by a business as well as the right to know about the categories of personal information that a business sells, shares or discloses to a third party. Acxiom extends that right to consumers, nationwide. For general information for information about Acxiom's data collection policy and practices, please visit Acxiom's web site at <https://www.acxiom.com/privacy> to review Acxiom's US Data Product Privacy Notice ("Privacy Notice"). Acxiom offers deletion and opt out rights, to consumers, nationwide. Our form to opt out from sale of personal information can be found by visiting <https://www.acxiom.com/optout>. For instructions on exercising your right to have your personal information deleted, please visit our web site at <https://www.acxiom.com/privacy/us/consumer-instructions/>.

**II. General Instructions and Required Disclosures.**

In your review of the Report, please note the following:

A. **Data Collected/Processed** – The information provided in the "Data Collected" section includes the specific pieces and categories of personal information which Acxiom has sourced from its third-party data suppliers except to the extent section D, below, applies. Acxiom does not collect information directly from consumers. Please see our Privacy Notice (see web site address above) for information about the categories of sources and the business or commercial purpose for which Acxiom is using the information.  
 B. **Data Sold/Shared** – The information provided in the "Data Sold" section includes the categories of personal information and the categories of third parties to whom the information was sold.  
 C. **Data Disclosed** – The information provided in the "Data Disclosed" section includes the categories of personal information and the categories of third parties to whom Acxiom disclosed and/or shared the information. To be clear, information described in the Data Disclosed section has been disclosed and/or shared to Acxiom's service providers solely in support of Acxiom's own business purposes.  
 D. **Disclosure Exceptions** – Pursuant to the applicable Governing Privacy Laws, the following information has been expressly excluded from the definition of "personal information" and is, therefore, not included in this Report:

- Personal information made available from "publicly available" sources such as government records; Acxiom does source certain personal information from publicly available sources as described in our Privacy Notice, but as permitted by Applicable Governing Laws, Acxiom has elected to not include such specific pieces of information within the Data Collected/Processed section.
- Personal information that has been de-identified or aggregated is not included in the Data Collected/Processed section of the Report.
- Display Restrictions - Acxiom is prohibited under the applicable Governing Privacy Laws from disclosing specific pieces of information if the disclosure creates an unreasonable risk to the security of that personal information (for example, social security number, driver's license number). Acxiom has elected to apply this requirement, nationwide. If Acxiom maintains any information of this nature, the report will simply display "On File" for that value.

E. **Acxiom Contact** – if you have any questions concerning the content of the Report, you may contact Acxiom [www.acxiom.com/privacy](https://www.acxiom.com/privacy) or at [consumeradvo@acxiom.com](mailto:consumeradvo@acxiom.com) or call 1-877-774-2094 toll free.

## Request Details

Request Ref ID [REDACTED]

Request Type Access

Subject Type as Myself

## Data Collected

## Data Collected

The information provided in the "Data Collected" section below includes the specific pieces and categories of personal information which Acxiom has sourced from its third-party data suppliers. To be clear, even if data is reflected in the Data Collected section of the Report, Acxiom may not use all of the personal information that it initially receives from a particular data source. Applicable Governing Privacy Laws require that covered businesses describe the specific pieces or categories of personal information that it collects, but Acxiom does not, in all instances, use all of the information it receives in its data products. Prior to any use of personal information in any Acxiom product, Acxiom performs analysis, data cleansing, and other processing steps to join, correct, and otherwise enhance the originally sourced information. The specific pieces of information listed in the Data Collected section that Acxiom may use for both marketing and reference product offerings are primarily limited to personal identifiers such as name, address and related contact information such as telephone and email address. Some personal information that has been designated for use in marketing and reference uses may contain certain demographic financial information. Acxiom does not use and does not allow our clients to use any financial related information for any purpose related to determining eligibility for credit, insurance or employment. For more information on our marketing and reference product offerings, please see our Privacy Notice by visiting the web site listed above. In order to assist you in understanding the information that Acxiom has about you and the purposes for which Acxiom is using the information, we have included the following definitions:

**"AbiliTec"** – refers to proprietary linking technology which assigns an identification number (also known as a "match key"), to a record based upon personal information contained within the record. Identifiers utilized as part of the AbiliTec linking technology include "consumer links," "address links" and "household links."

**"PersonDocID"** – refers to an Acxiom internal identification numbering process which Acxiom uses to connect or link a group of related records internally for Acxiom's own internal processing purposes. In addition, in order to further assist you in understanding the personal information that Acxiom has collected about you, Acxiom has grouped the personal information using the definition of "personal information" as defined in the California Consumer Privacy Act of 2018, as amended by the California Privacy Rights Act (collectively "CCPA") (e.g., personal identifiers, personal characteristics, etc.). Throughout the Data Collected and Data Sold sections, additional descriptive information has been provided to further explain or define certain pieces of information as required by the applicable Governing Privacy Law(s).

## Result Summary - Data Groups

Data Collected	
01. Personal Identifiers / 01. Name / Name (001)	CHRIS JOHNSON
01. Personal Identifiers / 01. Name / Name (002)	CHRISTOPHER D JOHNSON
01. Personal Identifiers / 01. Name / Name (003)	CHRISTOPHER JOHNSON

01. Personal Identifiers / 01. Name / Name (004)	MR CHRISTOPHER D JOHNSON
01. Personal Identifiers / 01. Name / Name (005)	CHRISTOPHER DAVID JOHNSON
01. Personal Identifiers / 02. Address / Address (001)	████████████████████
01. Personal Identifiers / 02. Address / Address (001) / Description	Previous
01. Personal Identifiers / 02. Address / Address (001) / Last Verified Date	██████
01. Personal Identifiers / 02. Address / Address (002)	████████████████████
01. Personal Identifiers / 02. Address / Address (002) / Description	Previous
01. Personal Identifiers / 02. Address / Address (002) / Last Verified Date	██████
01. Personal Identifiers / 02. Address / Address (003)	████████████████████
01. Personal Identifiers / 02. Address / Address (004)	████████████████████
01. Personal Identifiers / 02. Address / Address (004) / Description	Current
01. Personal Identifiers / 02. Address / Address (004) / Dwelling Unit Type	██████████
01. Personal Identifiers / 02. Address / Address (004) / Home Owner Renter	████
01. Personal Identifiers / 02. Address / Address (004) / Home Value Median	██████
01. Personal Identifiers / 02. Address / Address (004) / Last Verified Date (001)	██████
01. Personal Identifiers / 02. Address / Address (004) / Last Verified Date (002)	██████
01. Personal Identifiers / 02. Address / Address (004) / Length of Residence	██████
01. Personal Identifiers / 02. Address / Address (004) / Year Built	██
01. Personal Identifiers / 02. Address / Address (005)	████████████████████
01. Personal Identifiers / 02. Address / Address (005) / Description	Previous
01. Personal Identifiers / 02. Address / Address (005) / Last Verified Date	██████
01. Personal Identifiers / 02. Address / Address (006)	████████████████████
01. Personal Identifiers / 02. Address / Address (006) / Description	Previous
01. Personal Identifiers / 02. Address / Address (006) / Last Verified Date	██████
01. Personal Identifiers / 02. Address / Address (007)	████████████████████
01. Personal Identifiers / 02. Address / Address (007) / Last Verified Date	██████
01. Personal Identifiers / 02. Address / Address (008)	████████████████████
01. Personal Identifiers / 02. Address / Address (009)	████████████████████
01. Personal Identifiers / 02. Address / Address (009) / Dwelling Unit Type	██████████
01. Personal Identifiers / 02. Address / Address (009) / Home Owner Renter (001)	██████
01. Personal Identifiers / 02. Address / Address (009) / Home Owner Renter (002)	████
01. Personal Identifiers / 02. Address / Address (009) / Household - Move In Date	██
01. Personal Identifiers / 02. Address / Address (009) / Latitude Longitude Assignment Level (001)	Latitude: █████ Longitude: █████ (Assignment Level: █)
01. Personal Identifiers / 02. Address / Address (009) / Latitude Longitude Assignment Level (002)	Latitude: █████ Longitude: █████ (Assignment Level: █)

01. Personal Identifiers / 02. Address / Address (009) / Latitude Longitude Assignment Level (003)	Latitude: [REDACTED] Longitude: [REDACTED]
01. Personal Identifiers / 02. Address / Address (009) / Latitude Longitude Assignment Level (004)	Latitude: [REDACTED] Longitude: [REDACTED]
01. Personal Identifiers / 02. Address / Address (009) / Length of Residence (001)	[REDACTED]
01. Personal Identifiers / 02. Address / Address (009) / Length of Residence (002)	[REDACTED]
01. Personal Identifiers / 02. Address / Address (009) / Length of Residence (003)	[REDACTED]
01. Personal Identifiers / 02. Address / Address (009) / Length of Residence (004)	[REDACTED]
01. Personal Identifiers / 02. Address / Address (009) / Length of Residence (005)	[REDACTED]
01. Personal Identifiers / 02. Address / Address (009) / Median Number of Rooms In Structure	[REDACTED]
01. Personal Identifiers / 02. Address / Address (009) / Purchase Date	[REDACTED]
01. Personal Identifiers / 02. Address / Address (009) / Urbanicity	Urban
01. Personal Identifiers / 02. Address / Address (010)	[REDACTED]
01. Personal Identifiers / 02. Address / Address (011)	[REDACTED]
01. Personal Identifiers / 02. Address / Address (011) / Address Validity Indicator	Valid Postal Address
01. Personal Identifiers / 02. Address / Address (011) / Address Validity Last Verified Date	[REDACTED]
01. Personal Identifiers / 02. Address / Address (011) / Dwelling Unit Type (001)	[REDACTED]
01. Personal Identifiers / 02. Address / Address (011) / Dwelling Unit Type (002)	[REDACTED]
01. Personal Identifiers / 02. Address / Address (011) / Home Owner Renter (001)	[REDACTED]
01. Personal Identifiers / 02. Address / Address (011) / Home Owner Renter (002)	[REDACTED]
01. Personal Identifiers / 02. Address / Address (011) / Latitude Longitude Assignment Level (001)	Latitude: [REDACTED] Longitude: [REDACTED]
01. Personal Identifiers / 02. Address / Address (011) / Latitude Longitude Assignment Level (002)	Latitude: [REDACTED] Longitude: [REDACTED]
01. Personal Identifiers / 02. Address / Address (011) / Latitude Longitude Assignment Level (003)	Latitude: [REDACTED] Longitude: [REDACTED]
01. Personal Identifiers / 02. Address / Address (011) / Length of Residence (001)	[REDACTED]
01. Personal Identifiers / 02. Address / Address (011) / Length of Residence (002)	[REDACTED]
01. Personal Identifiers / 02. Address / Address (011) / Urbanicity	Rural
01. Personal Identifiers / 02. Address / Address (012)	[REDACTED]
01. Personal Identifiers / 02. Address / Address (012) / Home Owner Renter	[REDACTED]
01. Personal Identifiers / 02. Address / Address (012) / Latitude Longitude Assignment Level	Latitude: [REDACTED] Longitude: [REDACTED]
01. Personal Identifiers / 02. Address / Address (012) / Length of Residence	[REDACTED]
01. Personal Identifiers / 02. Address / Address (013)	[REDACTED]
01. Personal Identifiers / 02. Address / Address (013) / Last Verified Date	[REDACTED]
01. Personal Identifiers / 04. Phone Fax / Phone (001)	[REDACTED]
01. Personal Identifiers / 04. Phone Fax / Phone (001) / First Seen Date	[REDACTED]



01. Personal Identifiers / 04. Phone Fax / Phone (001) / Last Verified Date	██████
01. Personal Identifiers / 04. Phone Fax / Phone (002)	████████
01. Personal Identifiers / 04. Phone Fax / Phone (002) / Activity Status	██████████████
01. Personal Identifiers / 04. Phone Fax / Phone (003)	████████
01. Personal Identifiers / 04. Phone Fax / Phone (003) / DMA Do Not Call Flag	Yes
01. Personal Identifiers / 04. Phone Fax / Phone (003) / Last Connect Validation Date	██████
01. Personal Identifiers / 04. Phone Fax / Phone (003) / Last Verified Date	██████
01. Personal Identifiers / 04. Phone Fax / Phone (003) / Phone Book Record Type	Residential
01. Personal Identifiers / 04. Phone Fax / Phone (003) / Phone Listing Type	Listed Telephone Number
01. Personal Identifiers / 04. Phone Fax / Phone (004)	████████
01. Personal Identifiers / 04. Phone Fax / Phone (004) / Phone Validity Indicator	Valid Phone Number
01. Personal Identifiers / 04. Phone Fax / Phone (004) / Phone Validity Last Verified Date	██████
01. Personal Identifiers / 05. Email / Address (001)	██████████████
01. Personal Identifiers / 05. Email / Address (002)	██████████████
01. Personal Identifiers / 05. Email / Address (003)	██████████████
01. Personal Identifiers / 05. Email / Address (003) / Email Validity Indicator	Valid Email
01. Personal Identifiers / 05. Email / Address (003) / Email Validity Last Verified Date	██████
01. Personal Identifiers / 05. Email / Address (004)	██████████████
01. Personal Identifiers / 05. Email / Address (005)	██████████████
01. Personal Identifiers / 05. Email / Address (006)	██████████████
01. Personal Identifiers / 05. Email / Address (007)	██████████████
01. Personal Identifiers / 05. Email / Address (008)	██████████████
01. Personal Identifiers / 09. Personal Identifiers / Social Security Number	Social Security Number on File
01. Personal Identifiers / 09. Personal Identifiers / Social Security Number / Social Security Number Confirmation Indicator	Confirmed
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Address Only Link 16 byte (001)	██████████████
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Address Only Link 16 byte (002)	██████████████
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Address Only Link 16 byte (003)	██████████████
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Address Only Link 16 byte (004)	██████████████
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Address Only Link 16 byte (005)	██████████████
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Consumer Address Link 16 byte (001)	██████████████
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Consumer Address Link 16 byte (002)	██████████████
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Consumer Address Link 16 byte (003)	██████████████
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Consumer Address Link 16 byte (004)	██████████████

01. Personal Identifiers / 10. Other Identifiers / Abilitec - Consumer Address Link 16 byte (005)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Consumer Link 16 byte	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Entity Link (001)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Entity Link (002)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Entity Link (003)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Entity Link (004)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Entity Link (005)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Entity Link (006)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Household Document Id	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Household Link	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Place Only Link (001)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Place Only Link (002)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Place Only Link (003)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Place Only Link (004)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Abilitec - Place Only Link (005)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / IP Address (001)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / IP Address (002)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (003)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (004)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (005)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (006)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (007)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (008)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (009)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (010)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (011)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (012)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (013)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (014)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (015)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (016)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (017)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (018)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (019)	[REDACTED] (Last Activity Date: [REDACTED])

[illegible]

01. Personal Identifiers / 10. Other Identifiers / IP Address (055)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (056)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (057)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / IP Address (058)	[REDACTED] (Last Activity Date: [REDACTED])
01. Personal Identifiers / 10. Other Identifiers / Person Document Id	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Place Document Id (001)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Place Document Id (002)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Place Document Id (003)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Place Document Id (004)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Place Document Id (005)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Place Document Id (005) / Abilitec - Preferred Address for Household Indicator	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier (001)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier (002)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Address (001)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Address (002)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Address (003)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Household (001)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Household (002)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Household (003)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Household (004)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Household (004) / Household - Indicator	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Household (005)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Household (005) / Household - Indicator	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Household (006)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Household (006) / Household - Indicator	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Household (007)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Household (008)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Household (009)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Household (010)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Household (011)	[REDACTED]

01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Household (012)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Individual (001)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Individual (002)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Individual (003)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Individual (004)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Individual (005)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Individual (006)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Individual (007)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Individual (008)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Individual (009)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Individual (010)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Individual (011)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Individual (012)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Individual (013)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Place (001)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Provider Unique Identifier - Place (002)	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / Unique Contributor Id	Contributor Name on File
01. Personal Identifiers / 10. Other Identifiers / User Account Creation Date	[REDACTED]
01. Personal Identifiers / 10. Other Identifiers / User Account Last Verified Date	
02. Personal Characteristics / 03. Date of Birth Age Gender / Age	
02. Personal Characteristics / 03. Date of Birth Age Gender / Date of Birth (001)	Date of Birth on File
02. Personal Characteristics / 03. Date of Birth Age Gender / Date of Birth (002)	Year of Birth on File
02. Personal Characteristics / 03. Date of Birth Age Gender / Gender	Male
02. Personal Characteristics / 03. Date of Birth Age Gender / Household - Age	[REDACTED]
02. Personal Characteristics / 03. Date of Birth Age Gender / Individual Age (001)	
02. Personal Characteristics / 03. Date of Birth Age Gender / Individual Age (002)	
02. Personal Characteristics / 03. Date of Birth Age Gender / Individual Age (003)	
02. Personal Characteristics / 03. Date of Birth Age Gender / Individual Age (004)	
02. Personal Characteristics / 11. Personal Attributes / Marital Status (001)	
02. Personal Characteristics / 11. Personal Attributes / Marital Status (002)	
02. Personal Characteristics / 11. Personal Attributes / Percent - Married Range	
02. Personal Characteristics / 13. Ethnicity Religion / Assimilation Level	
02. Personal Characteristics / 15. Household Information / Average Family Size	
02. Personal Characteristics / 15. Household Information / Average Household Size	

02. Personal Characteristics / 15. Household Information / Household - Percent Family Range	
02. Personal Characteristics / 15. Household Information / Household Member Date of Birth	Household Level Date of Birth on File
02. Personal Characteristics / 15. Household Information / Number of Adults (001)	
02. Personal Characteristics / 15. Household Information / Number of Adults (002)	
02. Personal Characteristics / 15. Household Information / Number of Adults (003)	
02. Personal Characteristics / 15. Household Information / Number of Child(ren) (001)	
02. Personal Characteristics / 15. Household Information / Number of Child(ren) (002)	
02. Personal Characteristics / 15. Household Information / Number of Generations	
02. Personal Characteristics / 15. Household Information / Number of People (001)	
02. Personal Characteristics / 15. Household Information / Number of People (002)	
02. Personal Characteristics / 15. Household Information / Presence of Child(ren)	
02. Personal Characteristics / 16. Child Date of Birth Age Gender / Age Range	
02. Personal Characteristics / 16. Child Date of Birth Age Gender / Child(ren) Present	
02. Personal Characteristics / 17. Financial Information / Income - Household - Median	
02. Personal Characteristics / 17. Financial Information / Income - Median (001)	
02. Personal Characteristics / 17. Financial Information / Income - Median (002)	
02. Personal Characteristics / 17. Financial Information / Income - Median (003)	
02. Personal Characteristics / 17. Financial Information / Income - Median (004)	
02. Personal Characteristics / 17. Financial Information / Income - Median Family	
02. Personal Characteristics / 17. Financial Information / Income Range (001)	
02. Personal Characteristics / 17. Financial Information / Income Range (002)	
02. Personal Characteristics / 17. Financial Information / Income Range (003)	
02. Personal Characteristics / 17. Financial Information / Income Range (004)	
02. Personal Characteristics / 17. Financial Information / Income Range (005)	
02. Personal Characteristics / 17. Financial Information / Income Range (006)	
02. Personal Characteristics / 17. Financial Information / Income Range (007)	
02. Personal Characteristics / 17. Financial Information / Income Range (008)	
02. Personal Characteristics / 17. Financial Information / Income Range - Household (001)	
02. Personal Characteristics / 17. Financial Information / Income Range - Household (002)	
02. Personal Characteristics / 17. Financial Information / Income Range - Household (003)	
02. Personal Characteristics / 17. Financial Information / Income Range - Premium	
02. Personal Characteristics / 17. Financial Information / Income Range - Upper Boundary	
02. Personal Characteristics / 69. Inferences-Financial Information / Net Worth Household	



03. Personal Property or Buying Activity Interest / 04. Phone Fax / Mobile Carrier
03. Personal Property or Buying Activity Interest / 11. Personal Attributes / Household - Relationship
03. Personal Property or Buying Activity Interest / 15. Household Information / Average Commute Drive Time
03. Personal Property or Buying Activity Interest / 15. Household Information / Average Household Size Owner Occupied
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03. Personal Property or Buying Activity Interest / 22. Real Property / Real Property Address (001) / Year Built
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10. Inferences / 69. Inferences-Financial  
Information / Household - Discretionary  
Spending Dollars (014)

10. Inferences / 69. Inferences-Financial  
Information / Household - Discretionary  
Spending Dollars (015)

10. Inferences / 69. Inferences-Financial  
Information / Household - Discretionary  
Spending Dollars (016)

10. Inferences / 69. Inferences-Financial  
Information / Household - Discretionary  
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10. Inferences / 69. Inferences-Financial  
Information / Household - Discretionary  
Spending Dollars Regulation B (002)

10. Inferences / 69. Inferences-Financial  
Information / Househo d - Discretionary  
Spending Dollars Regulation B (003)

10. Inferences / 69. Inferences-Financial  
Information / Househo d - Discretionary  
Spending Dollars Regulation B (004)

10. Inferences / 69. Inferences-Financial  
Information / Househo d - Discretionary  
Spending Dollars Regulation B (005)

10. Inferences / 69. Inferences-Financial  
Information / Househo d - Discretionary  
Spending Dollars Regulation B (006)

10. Inferences / 69. Inferences-Financial  
Information / Househo d - Discretionary  
Spending Dollars Regulation B (007)

10. Inferences / 69. Inferences-Financial  
Information / Househo d - Discretionary  
Spending Dollars Regulation B (008)

10. Inferences / 69. Inferences-Financial  
Information / Househo d - Discretionary  
Spending Dollars Regulation B (009)

10. Inferences / 69. Inferences-Financial  
Information / Househo d - Discretionary  
Spending Dollars Regulation B (010)

10. Inferences / 69. Inferences-Financial  
Information / Househo d - Discretionary  
Spending Dollars Regulation B (011)

10. Inferences / 69. Inferences-Financial  
Information / Househo d - Discretionary  
Spending Dollars Regulation B (012)

10. Inferences / 69. Inferences-Financial  
Information / Househo d - Discretionary  
Spending Dollars Regulation B (013)

10. Inferences / 69. Inferences-Financial  
Information / Househo d - Discretionary  
Spending Dollars Regulation B (014)

10. Inferences / 69. Inferences-Financial  
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Spending Dollars Regulation B (015)

10. Inferences / 69. Inferences-Financial  
Information / Househo d - Discretionary  
Spending Dollars Regulation B (016)

10. Inferences / 69. Inferences-Financial  
Information / Income - Change In Last 12  
Months Household Regulation B (001)

10. Inferences / 69. Inferences-Financial  
Information / Income - Change In Last 12  
Months Household Regulation B (002)

10. Inferences / 69. Inferences-Financial  
Information / Income - Change In Last 12  
Months Household Regulation B (003)

10. Inferences / 69. Inferences-Financial  
Information / Income - Change In Last 12  
Months Household Regulation B (004)

10. Inferences / 69. Inferences-Financial  
Information / Income - Change In Last 12  
Months Household Regulation B (005)

10. Inferences / 69. Inferences-Financial  
Information / Income - Change In Last 12  
Months Household Regulation B (006)

10. Inferences / 69. Inferences-Financial  
Information / Income - Disposable  
Household (001)

10. Inferences / 69. Inferences-Financial  
Information / Income - Disposable  
Household (002)

10. Inferences / 69. Inferences-Financial  
Information / Income - Disposable  
Household (003)

10. Inferences / 69. Inferences-Financial  
Information / Income - Disposable  
Household (004)

10. Inferences / 69. Inferences-Financial  
Information / Income - Disposable  
Household (005)

10. Inferences / 69. Inferences-Financial  
Information / Income - Disposable  
Household (006)



10. Inferences / 69. Inferences-Financial Information / Income - Disposable Household (007)
10. Inferences / 69. Inferences-Financial Information / Income - Disposable Household (008)
10. Inferences / 69. Inferences-Financial Information / Income - Disposable Household Regulation B (001)
10. Inferences / 69. Inferences-Financial Information / Income - Disposable Household Regulation B (002)
10. Inferences / 69. Inferences-Financial Information / Income - Disposable Household Regulation B (003)
10. Inferences / 69. Inferences-Financial Information / Income - Disposable Household Regulation B (004)
10. Inferences / 69. Inferences-Financial Information / Income - Disposable Household Regulation B (005)
10. Inferences / 69. Inferences-Financial Information / Income - Disposable Household Regulation B (006)
10. Inferences / 69. Inferences-Financial Information / Income - Household (001)
10. Inferences / 69. Inferences-Financial Information / Income - Household (002)
10. Inferences / 69. Inferences-Financial Information / Income - Household (003)
10. Inferences / 69. Inferences-Financial Information / Income - Household (004)
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10. Inferences / 69. Inferences-Financial Information / Income - Household (007)
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10. Inferences / 69. Inferences-Financial Information / Income - Household (011)
10. Inferences / 69. Inferences-Financial Information / Income - Household (012)
10. Inferences / 69. Inferences-Financial Information / Income - Household (013)
10. Inferences / 69. Inferences-Financial Information / Income - Household (014)
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10. Inferences / 69. Inferences-Financial Information / Income - Household (018)
10. Inferences / 69. Inferences-Financial Information / Income - Household (019)
10. Inferences / 69. Inferences-Financial Information / Income - Household (020)
10. Inferences / 69. Inferences-Financial Information / Income - Household (021)
10. Inferences / 69. Inferences-Financial Information / Income - Household (021) / Income - Household
10. Inferences / 69. Inferences-Financial Information / Income - Household - Change In Last 12 Months (001)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household - Change  
In Last 12 Months (002)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household - Change  
In Last 12 Months (003)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household - Change  
In Last 12 Months (004)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household - Change  
In Last 12 Months (005)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household - Change  
In Last 12 Months (006)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household - Change  
In Last 12 Months (007)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household Regulation  
B (001)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household Regulation  
B (002)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household Regulation  
B (003)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household Regulation  
B (004)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household Regulation  
B (005)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household Regulation  
B (006)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household Regulation  
B (007)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household Regulation  
B (008)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household Regulation  
B (009)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household Regulation  
B (010)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household Regulation  
B (011)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household Regulation  
B (012)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household Regulation  
B (013)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household Regulation  
B (014)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household Regulation  
B (015)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household Regulation  
B (016)

10. Inferences / 69. Inferences-Financial  
Information / Income - Household Regulation  
B (017)

10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household (001)

10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household (002)

10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household (003)



10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household (004)

10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household (005)

10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household (006)

10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household (007)

10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household (008)

10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household (009)

10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household (010)

10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household (011)

10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household Regulation B (001)

10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household Regulation B (002)

10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household Regulation B (003)

10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household Regulation B (004)

10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household Regulation B (005)

10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household Regulation B (006)

10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household Regulation B (007)

10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household Regulation B (008)

10. Inferences / 69. Inferences-Financial  
Information / Income Ratio - Individual to Zip  
Average Household Regulation B (009)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Annuity  
Household Regulation B (001)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Annuity  
Household Regulation B (002)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Annuity  
Household Regulation B (003)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Annuity  
Household Regulation B (004)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Bonds  
Household Regulation B (001)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Bonds  
Household Regulation B (002)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Bonds  
Household Regulation B (003)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Bonds Savings  
Household Regulation B

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Checking  
Household Regulation B (001)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Checking  
Household Regulation B (002)

10. Inferences / 69. Inferences-Financial  
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Household Regulation B (003)

10. Inferences / 69. Inferences-Financial  
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Household Regulation B (004)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Checking  
Household Regulation B (005)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Checking  
Household Regulation B (006)

10. Inferences / 69. Inferences-Financial  
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Regulation B (001)

10. Inferences / 69. Inferences-Financial  
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Regulation B (002)

10. Inferences / 69. Inferences-Financial  
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Regulation B (003)

10. Inferences / 69. Inferences-Financial  
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Regulation B (004)

10. Inferences / 69. Inferences-Financial  
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Regulation B (005)

10. Inferences / 69. Inferences-Financial  
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Regulation B (006)

10. Inferences / 69. Inferences-Financial  
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Household Regulation B (001)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Life Insurance  
Household Regulation B (002)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Life Insurance  
Household Regulation B (003)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Life Insurance  
Household Regulation B (004)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Ratio Individual  
to Zip Level Household (001)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Ratio Individual  
to Zip Level Household (002)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Ratio Individual  
to Zip Level Household (003)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Ratio Individual  
to Zip Level Household (004)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Ratio Individual  
to Zip Level Household (005)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Ratio Individual  
to Zip Level Household (006)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Ratio Individual  
to Zip Level Household (007)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Ratio Individual  
to Zip Level Household (008)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Ratio Individual  
to Zip Level Household Regulation B (001)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Ratio Individual  
to Zip Level Household Regulation B (002)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Ratio Individual  
to Zip Level Household Regulation B (003)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Ratio Individual  
to Zip Level Household Regulation B (004)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Ratio Individual  
to Zip Level Household Regulation B (005)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Ratio Individual  
to Zip Level Household Regulation B (006)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Ratio Individual  
to Zip Level Household Regulation B (007)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Ratio Individual  
to Zip Level Household Regulation B (008)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Savings  
Household Regulation B (001)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Savings  
Household Regulation B (002)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Savings  
Household Regulation B (003)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Savings  
Household Regulation B (004)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Savings  
Household Regulation B (005)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Savings  
Household Regulation B (006)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Savings  
Household Regulation B (007)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Savings  
Household Regulation B (008)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Savings  
Household Regulation B (009)

10. Inferences / 69. Inferences-Financial  
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Household Regulation B (001)

10. Inferences / 69. Inferences-Financial  
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Household Regulation B (002)

10. Inferences / 69. Inferences-Financial  
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Household Regulation B (003)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Securities  
Household Regulation B (004)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Securities  
Household Regulation B (005)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Securities  
Household Regulation B (006)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Securities  
Household Regulation B (007)

10. Inferences / 69. Inferences-Financial  
Information / Liquid Assets - Securities  
Household Regulation B (008)

10. Inferences / 69. Inferences-Financial  
Information / Mortgage - Likely to Respond -  
First Time

10. Inferences / 69. Inferences-Financial  
Information / Mortgage - Likely to Respond -  
New

10. Inferences / 69. Inferences-Financial  
Information / Mortgage - Likely to Respond -  
New and First Time

10. Inferences / 69. Inferences-Financial  
Information / Mortgage - Likely to Respond -  
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10. Inferences / 69. Inferences-Financial  
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10. Inferences / 69. Inferences-Financial  
Information / Net Worth Household (002)

10. Inferences / 69. Inferences-Financial  
Information / Net Worth Household (003)

10. Inferences / 69. Inferences-Financial  
Information / Net Worth Household (004)

10. Inferences / 69. Inferences-Financial  
Information / Net Worth Household (005)

10. Inferences / 69. Inferences-Financial  
Information / Net Worth Household (006)

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Information / Net Worth Household (007)

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Information / Net Worth Household (008)

10. Inferences / 69. Inferences-Financial  
Information / Net Worth Household (009)

10. Inferences / 69. Inferences-Financial  
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10. Inferences / 69. Inferences-Financial  
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10. Inferences / 69. Inferences-Financial  
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Regulation B (001)

10. Inferences / 69. Inferences-Financial  
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10. Inferences / 69. Inferences-Financial  
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10. Inferences / 69. Inferences-Financial  
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10. Inferences / 69. Inferences-Financial  
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Regulation B (010)

10. Inferences / 69. Inferences-Financial  
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10. Inferences / 69. Inferences-Financial  
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Regulation B (012)

10. Inferences / 69. Inferences-Financial  
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Regulation B (013)

10. Inferences / 69. Inferences-Financial  
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Regulation B (014)

10. Inferences / 69. Inferences-Financial  
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Regulation B (015)

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Regulation B (016)

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Regulation B (017)

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Regulation B (018)

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Regulation B (019)

10. Inferences / 69. Inferences-Financial  
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Regulation B (020)

10. Inferences / 69. Inferences-Financial  
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Regulation B (021)

10. Inferences / 69. Inferences-Financial  
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Regulation B (022)

10. Inferences / 69. Inferences-Financial  
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Regulation B (023)

10. Inferences / 69. Inferences-Financial  
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Regulation B (024)

10. Inferences / 69. Inferences-Financial  
Information / Net Worth Household -  
Regulation B (025)

10. Inferences / 69. Inferences-Financial  
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Regulation B (026)

10. Inferences / 69. Inferences-Financial  
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Regulation B (027)

10. Inferences / 69. Inferences-Financial  
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Regulation B (028)

10. Inferences / 69. Inferences-Financial  
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Regulation B (029)

10. Inferences / 69. Inferences-Financial  
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10. Inferences / 69. Inferences-Financial  
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Regulation B (031)

10. Inferences / 69. Inferences-Financial  
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Regulation B (032)

10. Inferences / 69. Inferences-Financial  
Information / Net Worth Household -  
Regulation B (033)

10. Inferences / 69. Inferences-Financial  
Information / Prosperity Index - Household

10. Inferences / 69. Inferences-Financial  
Information / Prosperity Index - Household /  
Prosperity Index - Household - Assignment  
Level

10. Inferences / 69. Inferences-Financial  
Information / Spending Power - Household

10. Inferences / 69. Inferences-Financial  
Information / Spending Power - Household /  
Spending Power - Household - Assignment  
Level

10. Inferences / 69. Inferences-Financial  
Information / Student Loan - Likely to  
Respond - Consolidate

10. Inferences / 69. Inferences-Financial  
Information / Student Loan - Likely to  
Respond - New

10. Inferences / 69. Inferences-Financial  
Information / Wealth Rating Decile (001)

10. Inferences / 69. Inferences-Financial  
Information / Wealth Rating Decile (002)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household - Green Living  
(001)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household - Green Living  
(002)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household - Green Living  
(003)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Apparel (001)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Apparel (002)



10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Apparel (003)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Apparel (004)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Apparel (005)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Apparel (006)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Apparel (007)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Apparel (008)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Apparel (009)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Apparel (010)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Apparel (011)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Apparel (012)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Apparel (013)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Apparel (014)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Apparel (015)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Apparel (016)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Charitable Donations (001)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Charitable Donations (002)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Charitable Donations (003)
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10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Charitable Donations (005)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Charitable Donations (006)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Charitable Donations (007)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Charitable Donations (008)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Charitable Donations (009)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Charitable Donations (010)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Charitable Donations (011)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Charitable Donations (012)



10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Charitable Donations (013)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Charitable Donations (014)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Charitable Donations (015)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Charitable Donations (016)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Dining Out (001)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Dining Out (002)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Dining Out (003)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Dining Out (004)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Dining Out (005)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Dining Out (006)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Dining Out (007)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Dining Out (008)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Dining Out (009)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Dining Out (010)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Dining Out (011)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Dining Out (012)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Dining Out (013)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Dining Out (014)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Dining Out (015)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Dining Out (016)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Education (001)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Education (002)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Education (003)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Education (004)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Education (005)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Education (006)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Education (007)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Education (008)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Education (009)

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Activity Behavior / Household Dollars Spent -  
Education (010)

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Activity Behavior / Household Dollars Spent -  
Education (011)

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Activity Behavior / Household Dollars Spent -  
Education (012)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Education (013)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Education (014)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Education (015)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Education (016)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Entertainment (001)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Entertainment (002)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Entertainment (003)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Entertainment (004)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Entertainment (005)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Entertainment (006)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Entertainment (007)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Entertainment (008)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Entertainment (009)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Entertainment (010)

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Activity Behavior / Household Dollars Spent -  
Entertainment (011)

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Activity Behavior / Household Dollars Spent -  
Entertainment (012)

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Activity Behavior / Household Dollars Spent -  
Entertainment (013)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Entertainment (014)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Entertainment (015)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Entertainment (016)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Home Furnishings General (001)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Home Furnishings General (002)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Home Furnishings General (003)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Home Furnishings General (004)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Home Furnishings General (005)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Home Furnishings General (006)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Home Furnishings General (007)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Home Furnishings General (008)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Home Furnishings General (009)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Home Furnishings General (010)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Home Furnishings General (011)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Home Furnishings General (012)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Home Furnishings General (013)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Home Furnishings General (014)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Home Furnishings General (015)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Home Furnishings General (016)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Personal Expenses (001)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Personal Expenses (002)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Personal Expenses (003)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Personal Expenses (004)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Personal Expenses (005)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Personal Expenses (006)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Personal Expenses (007)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Personal Expenses (008)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Personal Expenses (009)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Personal Expenses (010)

10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Personal Expenses (011)
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10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Personal Expenses (015)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Reading (001)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Reading (002)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Reading (003)
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10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Reading (013)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Travel (001)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Travel (002)
10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Travel (003)
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Activity Behavior / Household Dollars Spent -  
Travel (009)

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Activity Behavior / Household Dollars Spent -  
Travel (010)

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Activity Behavior / Household Dollars Spent -  
Travel (011)

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Activity Behavior / Household Dollars Spent -  
Travel (012)

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Activity Behavior / Household Dollars Spent -  
Travel (013)

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Activity Behavior / Household Dollars Spent -  
Travel (014)

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Activity Behavior / Household Dollars Spent -  
Travel (015)

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Activity Behavior / Household Dollars Spent -  
Travel (016)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Travel Cruise (001)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Travel Cruise (002)

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Activity Behavior / Household Dollars Spent -  
Travel Cruise (003)

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Activity Behavior / Household Dollars Spent -  
Travel Cruise (004)

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Activity Behavior / Household Dollars Spent -  
Travel Cruise (005)

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Activity Behavior / Household Dollars Spent -  
Travel Cruise (006)

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Activity Behavior / Household Dollars Spent -  
Travel Cruise (007)

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Activity Behavior / Household Dollars Spent -  
Travel Cruise (008)

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Activity Behavior / Household Dollars Spent -  
Travel Cruise (009)

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Activity Behavior / Household Dollars Spent -  
Travel Cruise (010)

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Activity Behavior / Household Dollars Spent -  
Travel Cruise (011)

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Activity Behavior / Household Dollars Spent -  
Travel Cruise (012)

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Activity Behavior / Household Dollars Spent -  
Travel Cruise (013)

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Activity Behavior / Household Dollars Spent -  
Travel Cruise (014)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Travel Cruise (015)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Travel Domestic (001)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Travel Domestic (002)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Travel Domestic (003)



10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Travel Domestic (004)

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Activity Behavior / Household Dollars Spent -  
Travel Domestic (005)

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Activity Behavior / Household Dollars Spent -  
Travel Domestic (006)

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Activity Behavior / Household Dollars Spent -  
Travel Domestic (007)

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Activity Behavior / Household Dollars Spent -  
Travel Domestic (008)

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Activity Behavior / Household Dollars Spent -  
Travel Domestic (009)

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Activity Behavior / Household Dollars Spent -  
Travel Domestic (010)

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Activity Behavior / Household Dollars Spent -  
Travel Domestic (011)

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Activity Behavior / Household Dollars Spent -  
Travel Domestic (012)

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Activity Behavior / Household Dollars Spent -  
Travel Domestic (013)

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Activity Behavior / Household Dollars Spent -  
Travel Domestic (014)

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Activity Behavior / Household Dollars Spent -  
Travel Domestic (015)

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Activity Behavior / Household Dollars Spent -  
Travel Domestic (016)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Travel International (001)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Travel International (002)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Travel International (003)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Travel International (004)

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Activity Behavior / Household Dollars Spent -  
Travel International (005)

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Activity Behavior / Household Dollars Spent -  
Travel International (006)

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Activity Behavior / Household Dollars Spent -  
Travel International (007)

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Activity Behavior / Household Dollars Spent -  
Travel International (008)

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Activity Behavior / Household Dollars Spent -  
Travel International (009)

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Activity Behavior / Household Dollars Spent -  
Travel International (010)

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Activity Behavior / Household Dollars Spent -  
Travel International (011)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Travel International (012)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Household Dollars Spent -  
Travel International (013)



10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Travel International (014)

10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Travel International (015)

10. Inferences / 70. Inferences-Buying Activity Behavior / Household Dollars Spent - Travel International (016)

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - AMC Theatres - Offline

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - AMC Theatres - Online

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - Amazon Prime Video

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - Audible

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - Barnes & Noble

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - Cinemark Theatres

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - Disney+

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - Fandango

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - HBO Now|Go|Max

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - Hulu

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - Movie Theaters AMC - Total Spend

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - NBC Peacock

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - Netflix

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - Paramount Plus

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - Regal Theatres

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - Siriusxm

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - Six Flags

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - Spotify

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - Streaming Audio - Amazon Music

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - Streaming Audio - SoundCloud

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - Streaming Audio - Tidal

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Entertainment - Stubhub

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Entertainment - Ticketmaster - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Entertainment - Vivid Seats

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Entertainment - YouTube Premium

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Finance - Buy Now Pay Later  
Afterpay

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Finance - Buy Now Pay Later Klarna

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Finance - Crypto

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Finance - Crypto - Coinbase

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Finance - Crypto - Crypto Com

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Finance - Crypto - Kraken

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Finance - Financial Tax Services -  
Jackson Hewitt

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Finance - Square

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Finance - Tax Prep H&R Block

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Finance - Tax Prep TurboTax

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Finance - Wepay.com

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Finance - Xoom

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Beauty - Bath and Body  
Works - Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Beauty - Bath and Body  
Works - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Beauty - Bath and Body  
Works - Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Beauty - Dollars Shave Club

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Beauty - Great Clips

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Beauty - Massage Envy

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Beauty - Sephora

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Beauty - The Body Shop

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Beauty - Ulta - Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Beauty - Ulta - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Beauty - Ulta - Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Beauty - Young Living

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Fitness - 24 Hour Fitness

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Fitness - Active.com

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Fitness - Boutique - Online  
Class

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Fitness - Equinox

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Fitness - Fitbit

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Fitness - Orangetheory

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Fitness - Peloton

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Fitness - Pilates

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Fitness - Yoga

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Prescription - Allergan

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Prescription - Express Scripts

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Health|Prescription - Optumrx

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Insurance - AMWAY

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Insurance - Allstate

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Insurance - Auto AAA

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Insurance - Farmers Insurance

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Insurance - Geico

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Insurance - General Nationwide  
Insurance

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Insurance - General USAA

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Insurance - Health Blue Cross Blue  
Shield

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Insurance - Henry Schein

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Insurance - Progressive

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Insurance - Safeco Insurance

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Insurance - State Farm Insurance

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Insurance - Travelers

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Ag-Lawn Garden Supply  
and Service

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Airlines

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - All Convenience Store &  
Service Stations

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Auto Repair

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Automotive and Related  
Services

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Bar and Night Clubs

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Beauty Stores

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Boat and Related  
Services

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant -  
Books|Periodicals|Subscriptions

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Business Services

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Cable and Other Pay  
Television

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Car Rentals

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Charitable and Social  
Service Organizations

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Christmas

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Clothing General

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Columbus Day

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Computer and Data  
Processing Svcs

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Construction Services

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Department Stores

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Discount

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Drug Stores and  
Pharmacies

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Ecommerce

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant -  
Electric|Gas|Sanitary|Water Utilities

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Electronics|Accessories

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Entertainment -  
Amusement

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Entertainment - Books

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Entertainment - News

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Entertainment -  
Recreation

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Entertainment - Streaming  
Audio

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Entertainment - Tickets

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Entertainment - Total  
Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Equipment & Rental

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Fast Food Restaurants

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Finance - Buy Now Pay  
Later

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Finance - Payment  
Mechanism

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Finance - Tax Prep

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Finance - Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Financial Services

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Fine Dining

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant -  
Florists|Gardening|Nursury

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Food Caterers

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Food Delivery Merchants

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Freight Carriers

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Fuel  
Oil|Wood|Coal|Liquefied Petroleum

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Furniture Store

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Grocery

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Grocery Delivery  
Merchants



10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Health - Fitness

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Health - Prescription Services

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Health - Subscription Services

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Health - Total Spend

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Health and Beauty Services

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Hobbies and Toys

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Home Decor

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Home Improvement

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Home Security

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Home|Office Furnishing

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Hotels

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Insurance - Auto

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Insurance - General

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Insurance - Health

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Insurance - Total Spend

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Jewelry Stores

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Kids

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Laundry|Cleaning Services

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Legal Services

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Memberships

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Mens Clothing

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Movie|Theater|Concert|Sports

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Moving Vehicles

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - OTT|Streaming

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Merchant - Office Supplies



10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Online Gaming

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Optical Stores

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Phone/Mail Order Catalog

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Photo

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant -  
Photocopying/Graphic/Printsvcs

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Public Warehousing

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Recreational  
Vehicle/Motorcycle/Snowmobile

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Restaurants - Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Restaurants Casual  
Dining

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Retail - Luxury

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Retail - Mass Merchants

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Retail - Occasions and  
Gifts

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Retail - Specialty Food  
and Beverages

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Retail - Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Seasonal - Amazon Prime  
Day

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Seasonal - Back To  
School

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Seasonal - Black  
Friday/Cyber Monday

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Seasonal - Easter

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Seasonal - Father's Day

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Seasonal - Fourth Of July

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Seasonal - Halloween

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Seasonal - Holiday

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Seasonal - Labor Day

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Seasonal - Memorial Day

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Seasonal - Mother's Day

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Seasonal - New Year's  
Day

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Seasonal - President's  
Day

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Seasonal - Saint Patrick's  
Day

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Seasonal - Valentine's  
Day

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Shoes and Footwear

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Social Media

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Sporting Goods

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Super Bowl

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Technology

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Telecom Television  
Internet Wireless

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Telecommunication -  
Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Thanksgiving

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Toll and Parking

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Total Spend (001)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Total Spend (002)

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Travel - Cruise

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Travel - Online Travel

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Travel - Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Travel - Train Taxi  
Rideshare

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Travel Agencies

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Veterans Day

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Veterinary|Pet Shops|Pet  
Foods|Supplies Stores

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Wholesale Clubs

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Merchant - Womens Clothing

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Other - Adobe

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Other - Ancestry

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Other - Facebook

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Other - Gaming

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Other - Gaming Activision

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Other - Gaming Blizzard

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Other - Gaming Steam

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Other - Godaddy

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Other - Gofundme

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Other - Google Ads

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Other - LinkedIn

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Other - Microsoft

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Other - Playstation Store

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Other - Technology Google  
Consumer Products

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Overall - Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Political - Age Rights

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Political - Animal Rights

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Political - Civil Rights

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Political - Environmental Rights

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Political - Environmentally Friendly  
Shoppers

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Political - Home Buyers

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Political - Human Rights

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Political - Outdoorsmen

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Political - Student Loans

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Political - Veteran Affairs

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Applebee's
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Arby's
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Baskin Robbins
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Bonefish Grill
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Buffalo Wild Wings
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Burger King
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Casual Dining Texas Roadhouse
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Chick Fil A
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Chipotle
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Cicis Pizza
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Cracker Barrel
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Dairy Queen
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Domino's Pizza
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Dunkin' Donuts
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Five Guys
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Ihop
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - In and Out
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Jack In The Box
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Jimmy Johns
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - KFC
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - La Colombe Coffee Roasters
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Little Caesar's
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - McDonald's
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - McCormick and Schmicks
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Olive Garden
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Restaurants - Outback Steakhouse

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Restaurants - Panda Express

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Restaurants - Panera Bread

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Restaurants - Papa John's

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Restaurants - Peets Coffee

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Restaurants - Pf Changs

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Restaurants - Philiz Coffee

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Restaurants - Pizza Hut

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Restaurants - Popeyes

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Restaurants - Red Lobster

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Restaurants - Red Robin

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Restaurants - Sonic

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Restaurants - Starbucks

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Restaurants - Subway

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Restaurants - Taco Bell

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Restaurants - The Capital Grille

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Restaurants - Wendy's

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Restaurants - Whataburger

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - 1 800 Flowers

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - 7 Eleven

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - 99 cents only

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Abercrombie and Fitch

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Abt Electronics

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Academy Sports & Outdoors

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Ace Hardware

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Acme

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Adidas



10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Advance Auto Parts

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Albertsons

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Aldi

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Aliexpress

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Alo

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Amazon - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - American Eagle Outfitters

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Ann Taylor

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Anthropologie

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Apparel - Gap - Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Apparel - Victoria Secret -  
Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Apple

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Ashley Furniture Homestore

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Athleta

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Autozone

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - B & H Photo Video

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - BJ's Fuel

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - BP

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Banana Republic

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Bass Pro Shops

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Beall's

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Bed Bath and Beyond -  
Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Bed Bath and Beyond -  
Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Belk

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Bergdorf Goodman

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Best Buy - Offline



10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Best Buy - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Big Lots

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Big5 Sporting Goods

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Bj's

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Bloomingdales

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Blue Apron

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Bose

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Brooks Brothers

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Burlington Coat Factory

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Buy Buy Baby

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - CVS - Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - CVS - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Cabela's

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Calvin Klein

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Carters

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Chevron

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Chicos Fas

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Circle K

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Citgo

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Coach

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Costco - Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Costco - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Costco - Online|Offline - Total  
Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Crate & Barrel

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Cumberland Farms

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - DSW

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Dell

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Department Stores -  
JcPenney - Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Department Stores - Kohls -  
Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Department Stores - Macys -  
Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Department Stores - Neiman  
Marcus - Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Department Stores -  
Nordstrom - Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Department Stores - Saks  
Fifth Avenue - Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Dick Sporting Goods - Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Dick Sporting Goods - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Dillard's

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Dillons

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Dollars General Store

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Dollars Tree

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Doordash - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Drug Stores - CVS - Total  
Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Drug Stores - Walgreens -  
Total Spend - Armani

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Duane Reade

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Ebay - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Electronics - Best Buy - Total  
Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Electronics - Game Stop -  
Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Etsy - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Exxon

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Fabletics

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Fairway Market

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Family Dollars Store
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Famous Footwear
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Fareway Stores
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Fashion Nova
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Fast Fashion
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Finish Line
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Five Below
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Food Lion
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Foot Locker
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Forever 21
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Fred Meyer
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Freshdirect
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Fry's Food Stores
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Fuel Convenience Casey's General Store
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Fuel Convenience Kwik Trip
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Fuel Convenience Racetrac
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Gamestop - Offline
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Gamestop - Online
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Gander Mountain
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Gap - Offline
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Gap - Online
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Gasoline Filling Station
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Gasoline Service Station
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Giant Eagle
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Giant Food
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Retail - Golf

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Golf Galaxy

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - Applebees

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - Buffalo Wild Wings

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - Burger King

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - Chick Fil a

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - Chilis

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - Chipotle

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - Dash Pass

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - Five Guys

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - Jersey Mikes

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - Kentucky Fried Chicken

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - McDonalds

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - Panda Express

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - Panera Bread

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - Popeyes

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - Red Robin

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - Subway

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - Taco Bell

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - Wendys

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - Wingstop

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash - iHop

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Applebees

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Arby's

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Buffalo Wild Wings

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Burger King

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Chick Fil a

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Dunkin Donuts

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Five Guys

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Ihop

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Jersey Mikes

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Panda Express

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Panera Bread

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Popeyes

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Potbelly

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Qdoba

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Red Robin

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Sonic

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Subway

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Taco Bell

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Wawa

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Door  
Dash|Grubhub - Wendys

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Grub  
Hub - Applebees



10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Grub  
Hub - Buffalo Wild Wings

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Grub  
Hub - Burger King

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Grub  
Hub - Chick Fil A

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Grub  
Hub - Chipotle

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Grub  
Hub - Dunkin Donuts

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Grub  
Hub - Five Guys

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Grub  
Hub - Grubhub Plus

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Grub  
Hub - Ihop

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Grub  
Hub - Jersey Mikes

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Grub  
Hub - Kentucky Fried Chicken

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Grub  
Hub - McDonalds

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Grub  
Hub - Panda Express

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Grub  
Hub - Panera Bread

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Grub  
Hub - Popeyes

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Grub  
Hub - Potbelly

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Grub  
Hub - Subway

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Grub  
Hub - Taco Bell

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery - Grub  
Hub - Wendys

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grocery Food Delivery -  
Seamless Plus

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Groupon - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Grubhub - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Gucci

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Guitar Center

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - H&M

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - H-E-B

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - H-Mart

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - HSN

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - HY-VEE

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Hannaford

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Harbor Freight Tools

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Hardware Stores

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Harris Teeter

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Hello Fresh

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Hobbies and Toys - Michaels  
- Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Hobby Lobby Stores

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Holiday Budge Seekers

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Home D?cor - Bed Bath and  
Beyond - Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Home Improvement - Floor &  
Decor

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Home Improvement - Home  
Depot - Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Home Improvement - Lowes -  
Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Home Sense

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - HomeGoods

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - IKEA

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Ingles Markets

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Instacart

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - J.Crew

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - JCPenney - Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - JCPenney - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Jewel Osco

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Jo-Ann Fabrics

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Jos.A.Bank

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - King Soopers

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Kmart

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Kohls - Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Kohls - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Kroger

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - L.L.Bean

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Lenscrafters

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Living Spaces

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Lord & Taylor

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Louis Vuitton

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Lowes - Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Lowes - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Lucky

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Lululemon

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Macys - Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Macys - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Mango

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Marathon Petroleum

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Market Basket

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Marshalls

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Mass Merchants -  
WalmartPlus

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Mattress Firm

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Means Rhone

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Meijer

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Menards

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Mens Wearhouse

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Michael Kors

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Michaels - Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Neimanmarcus - Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Neimanmarcus - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Nike

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Nordstrom - Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Nordstrom - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Nordstromrack

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - O'Reilly Auto Parts

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Ocean State Job Lot

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Office Depot

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Office Max

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Old Navy

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Ollies

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Other Drug Store

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Party City

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Pep Boys

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Pet Chewy

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Petco

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Petsmart

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Pick N Save

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Pottery Barn

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Price Chopper Supermarkets

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Publix

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Quik Trip

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Qvc - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - REI

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Ralphs

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Restaurant Depot

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Restoration Hardware

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Rite Aid

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Rooms To Go

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Ross Dress For Less

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Safeway

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Saks Off Fifth

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Saksfifthavenue - Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Saksfifthavenue - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Samsclub - Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Samsclub - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Samsclub - Online|Offline -  
Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Scheels

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Seamless

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Sears

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Shaw's

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Sheetz

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Shell

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Sherwin Williams

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Shoprite



10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Smart and Final

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Smith's Food and Drug

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Speedway

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Sporting Goods - Dicks  
Sporting Goods - Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Sprouts Farmers Market

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Staples

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Stater Bros. Markets

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Stitch Fix

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Stop & Shop

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Sunoco

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - T J Maxx

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Target - Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Target - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Target - Online|Offline - Total  
Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - The Home Depot - Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - The Home Depot - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Tiffany & Co

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Total Wine & More

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Tractor Supply

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Trader Joe's

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - True Value

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - UberEats

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Under Armour

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Uniqlo

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Urban Outfitters

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Victoria Secret - Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Victoria Secret - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Vons

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Walgreens - Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Walgreens - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Walmart - Offline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Walmart - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Walmart - Online|Offline -  
Total Spend

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Wawa

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Wayfair - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Wegmans

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Weis

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Whole Foods Market

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Williams-Sonoma

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Winco Foods

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Winn-Dixie

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Wishdotcom - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Zales

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Zappos

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Retail - Zara

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Seasonal - Black Friday|Cyber  
Monday - Amazon

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Seasonal - Black Friday|Cyber  
Monday - Apparel and Accessories

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Seasonal - Black Friday|Cyber  
Monday - Beauty & Personal Care

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Seasonal - Black Friday|Cyber  
Monday - Clothing General

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Seasonal - Black Friday|Cyber  
Monday - Department Stores

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Seasonal - Black Friday|Cyber  
Monday - E-Commerce

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - Black Friday|Cyber Monday - Electronics

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - Black Friday|Cyber Monday - Electronics & Accessories

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - Black Friday|Cyber Monday - Hobbies & Toys

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - Black Friday|Cyber Monday - Jewelry Stores

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - Black Friday|Cyber Monday - Retail

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - Black Friday|Cyber Monday - Shoes & Footwear

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - Black Friday|Cyber Monday - Sporting Goods

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - Holiday - Apparel & Accessories

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - Holiday - Beauty & Personal Care

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - Holiday - Clothing General

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - Holiday - Department Stores

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - Holiday - Ecommerce

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - Holiday - Electronics

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - Holiday - Electronics|Accessories

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - Holiday - Hobbies & Toys

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - Holiday - Jewelry Stores

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - Holiday - Retail

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - Holiday - Shoes & Footwear

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - Holiday - Sporting Goods

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Seasonal - New Years Day Fitness

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Services - ADT

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Services - Auto Repair Toyota

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Services - Big O Tires

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Services - Budget Truck

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Services - Discount Tire

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Services - Extra Space Storage

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Services - Fedex

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Services - Jiffy Lube

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Services - Midas

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Services - Public Storage

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Services - Telecommunication(tv|internet|wireless|sling)

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Services - The Ups Store

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Services - Tires Plus

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Services - U-Haul

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Services - USPS

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Telecommunication - AT&T

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Telecommunication - Comcast

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Telecommunication - Cox Communications

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Telecommunication - Cricket Wireless

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Telecommunication - DirecTV

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Telecommunication - Dish Network

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Telecommunication - Frontier.com

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Telecommunication - Metro Pcs

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Telecommunication - Spectrum

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Telecommunication - Sprint

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Telecommunication - T-Mobile

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Telecommunication - Verizon

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel - Airbnb

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel - Alamo Rent-A-Car

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Alaska Airlines

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - American Airlines

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Amtrak

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Avis Rent-A-Car

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Best Western Hotel

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Carnival Cruise

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Comfort Inn

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Comfort Suites

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Courtyard Inn

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Days Inn

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Delta Airlines

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Disney Resorts

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Dollars Rent-A-Car

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Doubletree Hotel

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - E-Zpass

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Embassy Suites

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Enterprise Rent-A-Car

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Europ Car

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Expedia

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Frontier Airlines

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Hampton Inn and Suites

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Hertz

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Hilton Hotel

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Hotels.com

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Hotwire

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Hyatt Hotel



10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Hyatt Place

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Jetblue Airways

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - La Quinta Motor Inns

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Luxury

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Luxury Four Seasons

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Luxury Hotels

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Luxury Mandarin Oriental

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Luxury Park Hyatt

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Luxury St Regis

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Luxury Waldorf

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Lyft

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Marriott

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - National Car Rental

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Orbitz.com

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Payless Car Rental

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Priceline

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Quality Inn

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Residence Inn

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Royal Caribbean

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Sheraton Hotel

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Sixt Car Rental

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Southwest Airlines

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Spirit Airlines

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Springhill Suites

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Taxi and Bus

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - The Ritz Carlton

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Thrifty Car Rental

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Travelocity

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Uber Technologies

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - United Airlines

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - VRBO - Online

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Westin Hotel

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel - Wyndham Hotel

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel Airlines - Allgiant

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel Airlines - Hawaiian

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel Airlines - USA

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel Car Rentals - Budget

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel Car Rentals - Large Franchise

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel Cruises - Celebrity

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel Cruises - Disney

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel Cruises - Holland America

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel Cruises - Norwegian

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel Cruises - Princess

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel Cruises - Vicking

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel Hotels - Aloft

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel Hotels - Americinn by  
Wyndham

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel Hotels - Baymont by  
Wyndham

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel Hotels - Candelwood

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel Hotels - Club Wyndham

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel Hotels - Crowne Plaza

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel Hotels - Days Inn by  
Wyndham

10. Inferences / 70. Inferences-Buying  
Activity Behavior / Monthly Likelihood to  
Spend Travel Hotels - Delta

10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel Hotels - Fairfield by Marriott
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel Hotels - Gaylord
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel Hotels - Grand Hyatt
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel Hotels - Hilton Garden
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel Hotels - Holiday Inn
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel Hotels - Holiday Inn Express
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel Hotels - Home2 by Hilton
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel Hotels - Homewood by Hilton
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel Hotels - Howard Johnson by Wyndham
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel Hotels - Hyatt House
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel Hotels - Indigo
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel Hotels - Intercontinental
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel Hotels - Kimpton
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel Hotels - National Chain
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel Hotels - Renaissance
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel Hotels - Staybridge
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel Online - Agoda
10. Inferences / 70. Inferences-Buying Activity Behavior / Monthly Likelihood to Spend Travel Online - Booking dot com
10. Inferences / 71. Inferences-Insurance / Insurance - High Lifetime Value Household
10. Inferences / 71. Inferences-Insurance / Insurance - Likely to Respond - Auto
10. Inferences / 71. Inferences-Insurance / Insurance - Likely to Respond - High - Auto
10. Inferences / 71. Inferences-Insurance / Insurance - Likely to Respond - High - Home Auto
10. Inferences / 71. Inferences-Insurance / Insurance - Likely to Respond - Home Insurance
10. Inferences / 71. Inferences-Insurance / Insurance - Likely to Respond - Multiple Policy
10. Inferences / 71. Inferences-Insurance / Insurance - Prospect - Auto
10. Inferences / 72. Inferences-Health / Body Mass Index estimated (Centile) (001)
10. Inferences / 72. Inferences-Health / Body Mass Index estimated (Centile) (002)
10. Inferences / 72. Inferences-Health / Body Mass Index estimated (Quintile) (001)

10. Inferences / 72. Inferences-Health / Body  
Mass Index estimated (Quintile) (002)

10. Inferences / 72. Inferences-Health / Body  
Mass Index estimated (Star Rating)

10. Inferences / 72. Inferences-Health /  
Likelihood to be Responsive Health  
Treatment Offers (Centile) (001)

10. Inferences / 72. Inferences-Health /  
Likelihood to be Responsive Health  
Treatment Offers (Centile) (002)

10. Inferences / 72. Inferences-Health /  
Likelihood to be Responsive Health  
Treatment Offers (Quintile) (001)

10. Inferences / 72. Inferences-Health /  
Likelihood to be Responsive Health  
Treatment Offers (Quintile) (002)

10. Inferences / 72. Inferences-Health /  
Likelihood to be Responsive Health  
Treatment Offers (Star Rating)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Food Insecurity (Centile)  
(001)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Food Insecurity (Centile)  
(002)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Food Insecurity (Quintile)  
(001)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Food Insecurity (Quintile)  
(002)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Health Insurance  
(Centile) (001)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Health Insurance  
(Centile) (002)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Health Insurance  
(Quintile) (001)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Health Insurance  
(Quintile) (002)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Health Insurance (Star  
Rating)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Interest Allergy Medicine  
(Centile) (001)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Interest Allergy Medicine  
(Centile) (002)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Interest Allergy Medicine  
(Quintile) (001)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Interest Allergy Medicine  
(Quintile) (002)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Interest Clinical Trials  
(Centile) (001)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Interest Clinical Trials  
(Centile) (002)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Interest Clinical Trials  
(Quintile) (001)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Interest Clinical Trials  
(Quintile) (002)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Interest Vitamins  
Supplements (Centile) (001)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Interest Vitamins  
Supplements (Centile) (002)

10. Inferences / 72. Inferences-Health /  
Likelihood to have Interest Vitamins  
Supplements (Quintile) (001)

10. Inferences / 72. Inferences-Health / Likelihood to have Interest Vitamins Supplements (Quintile) (002)

10. Inferences / 72. Inferences-Health / Likelihood to have Interest Vitamins Supplements (Star Rating)

10. Inferences / 72. Inferences-Health / Likelihood to have Interest Weight Loss Treatment (Centile) (001)

10. Inferences / 72. Inferences-Health / Likelihood to have Interest Weight Loss Treatment (Centile) (002)

10. Inferences / 72. Inferences-Health / Likelihood to have Interest Weight Loss Treatment (Quintile) (001)

10. Inferences / 72. Inferences-Health / Likelihood to have Interest Weight Loss Treatment (Quintile) (002)

10. Inferences / 72. Inferences-Health / Likelihood to have Primary Care Physician (Centile) (001)

10. Inferences / 72. Inferences-Health / Likelihood to have Primary Care Physician (Centile) (002)

10. Inferences / 72. Inferences-Health / Likelihood to have Primary Care Physician (Quintile) (001)

10. Inferences / 72. Inferences-Health / Likelihood to have Primary Care Physician (Quintile) (002)

10. Inferences / 72. Inferences-Health / Likelihood to have Primary Care Physician (Star Rating)

10. Inferences / 72. Inferences-Health / Likelihood to have Psa (Centile) (001)

10. Inferences / 72. Inferences-Health / Likelihood to have Psa (Centile) (002)

10. Inferences / 72. Inferences-Health / Likelihood to have Psa (Quintile) (001)

10. Inferences / 72. Inferences-Health / Likelihood to have Psa (Quintile) (002)

10. Inferences / 72. Inferences-Health / Likelihood to have Transportation Access (Centile) (001)

10. Inferences / 72. Inferences-Health / Likelihood to have Transportation Access (Centile) (002)

10. Inferences / 72. Inferences-Health / Likelihood to have Transportation Access (Quintile) (001)

10. Inferences / 72. Inferences-Health / Likelihood to have Transportation Access (Quintile) (002)

10. Inferences / 72. Inferences-Health / Likelihood to have flu Shot (Centile) (001)

10. Inferences / 72. Inferences-Health / Likelihood to have flu Shot (Centile) (002)

10. Inferences / 72. Inferences-Health / Likelihood to have flu Shot (Quintile)

10. Inferences / 72. Inferences-Health / Overall Health Conscientiousness (Centile) (001)

10. Inferences / 72. Inferences-Health / Overall Health Conscientiousness (Centile) (002)

10. Inferences / 72. Inferences-Health / Overall Health Conscientiousness (Quintile)

10. Inferences / 72. Inferences-Health / Personas for Health Segment (001)

10. Inferences / 72. Inferences-Health / Personas for Health Segment (002)

10. Inferences / 72. Inferences-Health / Wellth Segment

Data Sold - Data Category and Third Party Recipient Category

Automotive (001)

Education Information



Automotive (002)	Employment Information
Automotive (003)	Inferences
Automotive (004)	Personal Characteristics
Automotive (005)	Personal Identifiers
Business Services (001)	Education Information
Business Services (002)	Employment Information
Business Services (003)	Inferences
Business Services (004)	Personal Characteristics
Business Services (005)	Personal Identifiers
Business Services/Agency	Personal Identifiers
Communications (001)	Education Information
Communications (002)	Employment Information
Communications (003)	Inferences
Communications (004)	Personal Characteristics
Communications (005)	Personal Identifiers
Communications (006)	Personal Property or Buying Activity/Interest
Entertainment (001)	Education Information
Entertainment (002)	Employment Information
Entertainment (003)	Inferences
Entertainment (004)	Personal Characteristics
Entertainment (005)	Personal Identifiers
Entertainment (006)	Personal Property or Buying Activity/Interest
Financial Services (001)	Education Information
Financial Services (002)	Employment Information
Financial Services (003)	Inferences
Financial Services (004)	Personal Characteristics
Financial Services (005)	Personal Characteristics
Financial Services (006)	Personal Identifiers
Healthcare (001)	Inferences
Healthcare (002)	Personal Identifiers
Insurance (001)	Education Information
Insurance (002)	Employment Information
Insurance (003)	Inferences
Insurance (004)	Personal Characteristics
Insurance (005)	Personal Characteristics
Insurance (006)	Personal Identifiers
Insurance (007)	Personal Property or Buying Activity/Interest
Media and Publishing (001)	Education Information
Media and Publishing (002)	Employment Information
Media and Publishing (003)	Inferences
Media and Publishing (004)	Personal Characteristics
Media and Publishing (005)	Personal Identifier
Media and Publishing (006)	Personal Identifiers
Retail (001)	Education Information
Retail (002)	Employment Information
Retail (003)	Inferences
Retail (004)	Personal Characteristics
Retail (005)	Personal Characteristics
Retail (006)	Personal Identifiers
Retail (007)	Personal Property or Buying Activity/Interest
Services-Non Professional (001)	Education Information

Services-Non Professional (002)	Employment Information
Services-Non Professional (003)	Inferences
Services-Non Professional (004)	Personal Characteristics
Services-Non Professional (005)	Personal Characteristics
Services-Non Professional (006)	Personal Identifiers
Services-Non Professional (007)	Personal Property or Buying Activity/Interest
Services-Professional (001)	Education Information
Services-Professional (002)	Employment Information
Services-Professional (003)	Geo Location Information
Services-Professional (004)	Inferences
Services-Professional (005)	Personal Characteristics
Services-Professional (006)	Personal Characteristics
Services-Professional (007)	Personal Identifiers
Travel and Tourism (001)	Education Information
Travel and Tourism (002)	Employment Information
Travel and Tourism (003)	Inferences
Travel and Tourism (004)	Personal Characteristics
Travel and Tourism (005)	Personal Characteristics
Travel and Tourism (006)	Personal Identifiers
Travel and Tourism (007)	Personal Property or Buying Activity/Interest

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#### Data Disclosed

##### Categories of Personal Information\*

- Personal Identifiers
- Personal Characteristics
- Personal Property
- Buying Activity / Interest
- Internet Activity
- Geo Location
- Employment Information
- Education Information
- Inferences

\*Acxiom does not process sensitive personal information on residents of the Commonwealth of Virginia, Colorado, Connecticut, Texas, Oregon, or Montana.

##### Categories of Service Providers/Processors

- Cloud Computing and Storage Vendors
- Security Contractors
- Social Media Platforms
- Analysis Providers
- Advertising Networks
- Consultants